REP HEADLINE# 6187339 TRF# 321578 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP

CHANGES *** WPXI-TV ***

| 13.53 | DATE AUG9/12 13.53 | ש | | | | NEEDED | ILLING | CO-OP BILLING NEEDED | | × | STATE TAX | ST | | CITY TAX | LI |
|-------|--------------------|--------------|----------|--------------|--------|---------|--------|----------------------|---------|--|-----------|--------|----------------|-------------|-------|
| | | | | | | | | | WK-1 | AUG23/12 WK-1 | | 117/12 | DATES AUG17/12 | FLIGHT D | H.T. |
| | | | | | NVOICE | RDER, I | INE, C | ENTS: (I | COMMI | EST#2594 COMMENTS: (LINE, ORDER, INVOICE) | | 1 | NRCC 8/17 | | PRDCT |
| | REGIONAL | LOCAL | ATL. | CLASS: NATL. | CE | | | 87339 | r # 618 | CONTRACT # 6187339 | | | | # # | ORDER |
| | | | | | | | | 22314 | A, VA | ALEXANDRIA, VA 22314 | l har | | | | |
| | BLAIR | CHERYL BLAIR | PRSN WA- | SALES PR | SA | | | P | RS LANI | 815 SLATERS LANE | lm | | | | |
| | | BEN ANGLE | ME BEN | BUYER NAME | BU | PLAC | ANNING | EARCH PI | IA RESI | AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC | NAME I | AGY. | 711 | AGY # 02711 | AGY |
| # | SALESMAN # | OFF.# 18 | 0 | REP.# | RE | | | | E | ADV. NAME ISS/NRCC-IE | NAME] | ADV. | 937 | ADV # 13937 | ADV. |
| | | | | | | | | | | | | | | | |

TO NSM/NSA FR LINDSEY FOR CHERYL M2 AND 3 OK TTLS \$35,700

PLEASE CONFIRM, THANKS!

STA:

REP:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

| PROGRAM: ORD COM1: ORD COM2: THIS IS A | 43 A | PROGRAM : CON COM1: | 37 S | AGENC AGENC | :LINE#:REP :CD: |
|--|---------------------------|------------------------|------------|---|-----------------|
| PROGRAM: AGT ORD COM1: PRG CHG-AGT ORD COM2: SPT IS BOOKED- THX THIS IS A MAKE-GOOD FOR AUG17 ON LINE-37 FOR 1 SPOT/WK | 800P-900P | WHO DO YOU THINK? | 4006-400B | AGENCY ADVERTISER CODE = 155 AGENCY PRODUCT CODE = 426 | TIME PERIOD : |
| THX G17 ON LINE- | 30 | *** | 30 | = 155 426 | : LGTH : SEC : |
| 37 FOR 1 SPO | \$1,000.00 | | \$1,000.00 | AGENCY EST# = 2594 | RATE |
| r/WR | 8/17 | | 8/17 | 2594 | : START |
| | 8/17 | | 8/17 | | |
| | 17 | | 17 | | END |
| - | r 3 | | o | | END :SPTS: WEEK |
| 7 | $\langle \langle \rangle$ | | | | WEEK |
| | FRI | | FRI | | |
| | | | •• | | DAYS |
| | μ | | 0 | | :TOTL: |

REP HEADLINE# 6187339 TRF# 321578 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206 CREDIT ADVISORY: AGENO ORDER WORKSHEET -1206
AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES FAX# 215 564 1103

*** WPXI-TV ***

| : LINE#:REP | *: REP | E#: CD: | | IME | TIME PERIOD : | LGTH : | SEC : | RATE | : START | : END | | PTS: WEEK | | DAYS | :TOTL: |
|----------------|--------------------|--|--------|-----------------------|--|---|---------------------|---|------------------------------|-------|-----|--------------------------|---------|--------------------------|----------------|
| | 42 | Ø | 100 | 1000F-1100F | 400F | 30 | | \$2,000.00 | 8/21 | 8/21 | 0 | | TUE | | 0 |
| | PRO | PROGRAM : CON COM1: | | AGT AGT | | | | | | | | | | | |
| | 44 | ≽ | 800 | 4000-1000B | 400 | 30 | | \$2,000.00 | 8/21 | 8/21 | N | 3 | TUE | | N |
| | PROC ORD ORD | PROGRAM: ORD COM1: ORD COM2: THIS IS A | | AGT TIME CHG SPTS ARE | | BOOKED- THX JEN | EN | 1 2 3 3 | | | | | | | |
| M2 OK'D BUY#37 | OK 'D | 8 00 8 8 | BUY#37 | 7 KK | 3 | ISSED:FRI/800P-900P OFFER:FRI/800P-900P CMT:PRG CHG-AGT CMT:SPT IS BOOKED- | 900P 900P .GT | тнх | AUG17 AUG17 | | 30s | \$1,000.00 \$1,000.00 | . 00 | (AUG8/12) PLS ADVISE. | SS E |
| EW. | OK ' D | | BUY#42 | N | MISSED: TUE/1000P-1100P OFFER: TUE/800P-1000P CMT: TIME CHG CMT: SPTS ARE BOOKED | OFFER: TUE/1000P-1100 OFFER: TUE/800P-1000P CMT: TIME CHG CMT: SPTS ARE BOOKE | 1000P | SED:TUE/1000P-1100P FER:TUE/800P-1000P CMT:TIME CHG CMT:SPTS ARE BOOKED- THX JEN | AUG21 (2/WK) AUG21 (2/WK) | | 30S | \$2,000.00 \$2,000.00 | . 0 0 | (AUG8/12) PLS ADVISE. | SE. |
| AUG/12 | | 35700.00 | . 00 | | | | | | | | | CONTRACT | T TOTAL | | 35700.00 40 |

MARKET TOTALS \$144,900 WPXI 25% KDKA 34% WTAE 24% WPGH 17% CABL 0% WPCW 0% %0 AWdM

DEMOS- RA35+* SVC- NSI

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

REP: TEL# 215-564-1206 FAX# 215-564-1205
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM STATION AUG8/12 14.23

| CIT | FLI | PRDCT | ORDER | | | AGY | ADV | SSS H |
|---------------|----------------|---------------------------|-------------|-------------|------------------|------------------------------------|-------------|--|
| CITY TAX | FLIGHT | | DER # | | | | ADV # 13937 | EADL fod# |
| | DATES AUG17/12 | NRCC 8/17 | | | | # 02711 | 3937 | HEADLINE# 6187339 MOD# 1: APPROVED |
| | S AUG | 8/17 | | | | | | 6187 PPROV |
| رة ا | 17/1 | | | | | AGY. | ADV. | 339 ED RJ |
| STATE TAX | מ | | | | | NAME | NAME | HEADLINE# 6187339 TRF# 3 MOD# 1: APPROVED REV #1 \$\$\$ |
| TAX | AUG | | ١ | ALE | 815 | | | F# 32 |
| | AUG23/12 | EST#2594 | CONTRACT | ALEXANDRIA, | 815 SLATERS LANE | T ME | ISS/NRCC-IE | TRF# 321578 #1 \$\$\$ |
| | WK-1 | 94 C | CT # | | ERS | DIA | HH. | |
| • | -1 | TEMMO | # 6187339 | VA 23 | LANE | RESEA | | 9 |
| 40-05 | | TS: | 7339 | 22314 | | RCH | | DER 1 |
| CO-OP BILLING | | COMMENTS: (LINE, ORDER, I | | | | NAT'L MEDIA RESEARCH PLANNING PLAC | | ORDER WORKSHEET |
| ING | | , OR | | | | ING | | HEET |
| NEEDED | | DER, | | | | PLAC | | |
| ä | | INVO | | | | | | |
| | | NVOICE) | CLAS | | SALE | BUYE | REP.# | HARR |
| | | | CLASS: NATL | | SALES PRSN | BUYER NAME BEN ANGLE | # | HARRIS REPORT FROM STATION |
| | | | TL. | | MA- | E BE | | PORT |
| | | | ř. | | | N ANG | OFF.# 18 | FROM |
| | | | LOCAL | | BRYL | E | 18 | I STA |
| DATE_ | | | . | | CHERYL BLAIR | | 70 | TION |
| DATE AUG8/12 | | | REGIONAL | | R | | BALES | AUG |
| | | | NAL | | | | SALESMAN # | AUG8/12 *** WPXI- |
| 14.23 | | | | | | | # | AUG8/12 14.23 *** WPXI-TV *** |
| 13 | | | | | | | | * Ν * ω |

| | M3 | STA | CON | STA: | REP: |
|-------------------------|---|---|----------------------------------|------|---|
| | | IND (| CON CM | 11 | |
| | UNRESL | AREGO RESL | * * * | | TO NSI FR LII REVIS TTLS PLEAS |
| | BUY#42 | STATION MAKEGOOD OFFERS: | ***** THIS IS A CASH | | TO NSM/NSA FR LINDSEY FOR CHERYL REVISED ORDER TTLS \$35,700 PLEASE CONFIRM,THANKS! |
| | MISSED: TUE/1000P-1100P OFFER: TUE/800P-1000P CMT: TIME CHG CMT: SPTS ARE BOOKED- THX JEN | : MISSED:FRI/800P-900P OFFER:FRI/800P-900P CMT:PRG CHG-AGT CMT:SPT IS BOOKED- THX | A CASH IN ADVANCE SCHEDULE ***** | | CHERYL |
| | AUG21 (2/WK) AUG21 (2/WK) | AUG17 AUG17 | | | |
| | 30S | 30s | | | |
| CONTRACT TOTAL TOTAL | \$2,000.00 | \$1,000.00 \$1,000.00 | | | |
| TOTAL 35700.00 SPOTS 40 | (AUG8/12) PLS ADVISE. | (AUG8/12) PLS ADVISE. | | | |